



April 10, 2008

**BY HAND DELIVERY**

Marlene H. Dortch  
Office of the Secretary  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

FILED/ACCEPTED  
APR 10 2008  
Federal Communications Commission  
Office of the Secretary

***Re: Quarterly Report in MB Docket No. 07-148***

Dear Ms. Dortch:

On behalf of DIRECTV, Inc., and pursuant to the Commission's recent *Order* in this docket, I am pleased to provide the first of several reports on DIRECTV's consumer education efforts related to the ongoing digital transition.<sup>1</sup> DIRECTV is proud of its efforts as a DTV.gov Transition Partner.<sup>2</sup> We have designed the initiatives described below so that DIRECTV subscribers will be able to reap all of the transition's many benefits, while assuring continuity of service during and after the transition.

***Billing Notices.*** Prior to issuance of the *Order*, DIRECTV included DTV transition information with its bills. These "bill stuffers," a copy of which is attached as Exhibit 1, were sent out with the March 2008 bills. This month, DIRECTV will update this information to reflect the additional requirements set forth in the *Order*.<sup>3</sup> This information will be provided to the customer as a bill stuffer, on the bill itself, or both. In addition, a Spanish translation has been provided for our customers who subscribe to Spanish language packages.

***Notices Accompanying Equipment.*** In accordance with paragraph 46 of the *Order*, DIRECTV is working with its manufacturers to include digital transition information with its set-top boxes and over-the-air tuners.<sup>4</sup> Copies of these notices – one for equipment with a digital tuner and one for equipment without a digital tuner – are attached as Exhibits 2 and 3, respectively.

<sup>1</sup> *DTV Consumer Education Initiative*, MB Docket No. 07-148, ¶ 50 (rel. Mar. 3, 2008) ("*Order*").

<sup>2</sup> See <http://www.dtv.gov/partners.html>.

<sup>3</sup> *Order*, ¶ 38.

<sup>4</sup> *Id.*, ¶ 46.

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**Public Service Announcements.** On March 27, 2008, DIRECTV began running a thirty-second public service announcement. It ran roughly 300 times prior to the beginning of April, primarily on "Family and Lifestyle" channels, and is scheduled to run in the future between 300 and 900 times a month on a broader range of channels. DIRECTV is also airing a sixty-second public service announcement, in both English and Spanish, to be shown in connection with the DIRECTV Más service. Each of these announcements is contained on a video CD enclosed with this letter.

**DIRECTV.com.** DIRECTV has made several improvements to its "DIRECTV.com" website in order to help facilitate the digital transition. Last month, DIRECTV introduced a DTV transition-related video tutorial, hosted by "Diane," DIRECTV's online assistant. The video can be found at [www.directv.com/dtv2009](http://www.directv.com/dtv2009), along with additional information regarding the transition. A copy of this landing page is attached as Exhibit 4.

**Call Centers.** In early March, DIRECTV provided its customer service representatives with general information, frequently asked questions, and sample scripts related to the digital transition. This information will be updated as appropriate to ensure that its customer service representatives are able to answer the myriad of questions that consumers may have about the digital transition. DIRECTV also has begun training sessions for its customer service representatives, which should be concluded within three weeks. Furthermore, in early April, DIRECTV included information related to the digital transition in its weekly Team Leader Newsletter. DIRECTV will include additional information in subsequent publications as necessary.

\* \* \*

As described above, DIRECTV is committed to the digital transition. It intends to continually monitor each method of communication described above, and update the information provided as appropriate. Please do not hesitate to contact me should you have any questions regarding these initiatives, or any other issues related to the digital transition.

Sincerely,



Stacy Fuller  
Vice President, Regulatory Affairs

cc: Cathy Seidel  
Pam Slipakoff

# Exhibit 1

Are you ready for the

# DIGITAL TRANSITION

coming in 2009?

## What is the Digital Transition mandate?

On February 17, 2009, federal law requires that television broadcast stations stop broadcasting in analog format and broadcast only in digital format.

## What will this mean for you?

In most cases, *NOTHING*.

As a DIRECTV customer, you already receive pure, 100% crystal clear digital programming. There are a few customers who use an all-analog antenna (for example, rabbit ears) to get their local channels. If this is you, simply visit the website below to find out how you can continue receiving your local channels once the switch to all digital takes effect.

[directv.com/DTV2009](http://directv.com/DTV2009)

As a DIRECTV customer, the 2009 digital transition couldn't be easier.

**YOU'VE GOT NOTHING  
TO WORRY ABOUT.**

## Exhibit 2



## Are you ready for the DIGITAL TRANSITION coming in 2009?

### What is the Digital Transition mandate?

On February 17, 2009, federal law requires that full power television broadcast stations stop broadcasting in analog format and broadcast only in digital format.

### What will this mean for you?

In most cases, NOTHING.

As a DIRECTV customer, you already receive pure, 100% crystal clear digital programming. Your DIRECTV® Receiver (set-top box) is not affected by the transition and will continue to work properly when connected with your television and your DIRECTV Dish.

The upcoming digital transition will only affect local channels for DIRECTV customers who receive their local channels via an off-air antenna (e.g. rabbit ears). If you are one of these customers and have an older, analog television set, you will be able to receive over-the-air digital broadcast signals in one of two ways. The easiest way is through your set-top box, which contains a digital television tuner. Your set-top box can receive local digital television signals today, and will continue to do so after February 17, 2009. You can also hook up a digital-to-analog converter box to your analog TV in order to receive such signals.

Please note that you may still be able to receive a limited number of off-air television stations ("low power," "Class A" or "translator" stations) on your analog TV set without using the tuner in your DIRECTV set-top box or a converter box. This change will not affect any of the other programming you receive from DIRECTV, nor will it affect your ability to watch pre-recorded movies and play video games using your existing equipment. It will only affect local channels you receive via an off-air antenna.

To obtain a subsidized coupon for this digital-to-analog converter box, visit [www.dtv2009.gov](http://www.dtv2009.gov) or call 1-888-DTV-2009.

**As a DIRECTV customer, the 2009 digital transition couldn't be easier. For more information, visit [www.DTV.gov](http://www.DTV.gov) or [www.directv.com/DTV2009](http://www.directv.com/DTV2009)**

**You've got nothing to worry about.**



3/08 29605-3

## Are you ready for the DIGITAL TRANSITION coming in 2009?

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**As a DIRECTV customer, the 2009 digital transition couldn't be easier. For more information, visit [www.DTV.gov](http://www.DTV.gov) or [www.directv.com/DTV2009](http://www.directv.com/DTV2009)**

**You've got nothing to worry about.**



3/08 29605-3

# Exhibit 3

## Are you ready for the DIGITAL TRANSITION coming in 2009?

### What is the Digital Transition mandate?

*On February 17, 2009, federal law requires that full power television broadcast stations stop broadcasting in analog format and broadcast only in digital format.*

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The upcoming digital transition will only affect DIRECTV customers who receive their local channels via an off-air antenna (e.g. rabbit ears). If you are one of these customers and have an older, analog television set, you will need a converter box to receive full power over-the-air broadcasts. You may, however, still be able to receive a limited number of off-air television stations ("low power," "Class A" or "translator" stations) on your analog TV set without a converter box. This change will not affect any of the other programming you receive from DIRECTV. It will also not affect your ability to watch pre-recorded movies and play video games using your existing equipment.

To obtain a subsidized coupon for this digital-to-analog converter box, visit [www.dtv2009.gov](http://www.dtv2009.gov) or call 1-888-DTV-2009.

**As a DIRECTV customer, the 2009 digital transition couldn't be easier. For more information, visit [www.DTV.gov](http://www.DTV.gov) or [www.directv.com/DTV2009](http://www.directv.com/DTV2009)**

**You've got nothing to worry about.**



3/08 29605-4

## Are you ready for the DIGITAL TRANSITION coming in 2009?

### What is the Digital Transition mandate?

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To obtain a subsidized coupon for this digital-to-analog converter box, visit [www.dtv2009.gov](http://www.dtv2009.gov) or call 1-888-DTV-2009.

**As a DIRECTV customer, the 2009 digital transition couldn't be easier. For more information, visit [www.DTV.gov](http://www.DTV.gov) or [www.directv.com/DTV2009](http://www.directv.com/DTV2009)**

**You've got nothing to worry about.**



3/08 29605-4



# Exhibit 4



- Order Now
- Packages
- Receivers
- Premium Channels
- International Channels
- Sports Subscriptions
- Pay Per View
- DIRECTV Exclusive
- Customer Service
- My Account
- TV Listings

#### NEW ON DIRECTV

- DIRECTV HD
- DVR Scheduler
- Latest News
- DIRECTV Rewards
- High-Speed Internet
- Video Lounge

#### Sign up For Emails

Hear about new DIRECTV products, exclusive sales & special offers.

Email Address

Go

Existing customer? Log in

Existing Customer? Register Already Registered? Login

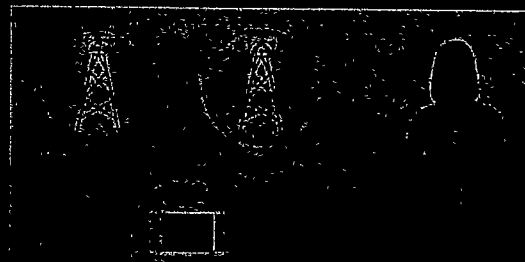
Search

Search

Search

Order Now 1-888-777-2454

## Ready for the Digital Transition next February?



Watch video now

### DIRECTV has been 100% digital all along.

All TV broadcasts must be digital by February 17, 2009, as required by federal law.

Most DIRECTV customers won't need to take any action. Some of our customers who do not get local channels through DIRECTV may be affected by the transition.

If you aren't currently enjoying DIRECTV on all of the TVs in your home, order additional DIRECTV receivers today.

Browse Receivers

### How to get your local channels after the Digital Transition.

If you get your local channels via an off-air antenna and not from DIRECTV, there are a few ways to make sure you can still view them after the digital transition. First, check to see if DIRECTV provides locals in your area. If so, simply upgrade your package to include your local channels. If not, come back to this page and read on.

#### Can't get locals from DIRECTV where you live? Here are some solutions.

##### DIRECTV® HD (H20) or DIRECTV Plus® HD DVR (HR20 only)

Simply plug the off-air antenna (sold in all major electronics retailers) into the digital tuner built in to your receiver. The receiver will recognize the off-air channels and integrate them into the Advanced Program Guide.



##### The new DIRECTV Plus® HD DVR (HR21)

You will need an off-air antenna and a DIRECTV® AM21 Off-Air Tuner, which will seamlessly integrate the off-air channels into your receiver's Advanced Program Guide. DIRECTV® AM21 Off-Air Tuners will be available for purchase from DIRECTV soon.

##### Any DIRECTV digital receiver other than the three above

If your TV has a digital tuner, you can simply connect it to your off-air antenna. You'll be able to view all digital channels available in your area; however, they won't be integrated into your receiver's Advanced Program Guide.

If your TV doesn't have a digital tuner, you'll need a digital-to-analog converter box, which is sold in all major electronics retailers. Go to [www.fcc.gov/dtv](http://www.fcc.gov/dtv) or call 1-888-DTV-2009 (1-888-388-2009) to request a \$40 converter box coupon from the U.S. government.

You may still be able to receive a limited number of off-air television stations ("low power," "Class A" or "translator" stations) on your analog TV without a converter. And, of course, the Digital Transition will not affect your ability to watch pre-recorded movies and play video games using your existing equipment.

Have more questions? Visit [www.DTV2009.gov](http://www.DTV2009.gov) or call 1-888-CALL-FCC. Also, stay tuned for more information from DIRECTV.

DOCKET NO.

07-148

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